



# Vlad Sandin

Graphic Design Specialist

## PROFESSIONAL PROFILE

**Graphic Design Specialist with 15+ years of experience** in complete design process, from conceptualization to delivery.

**Expert in Adobe Creative Cloud** (Photoshop, Illustrator, InDesign, Acrobat). **Proficient in other publishing and design art software** (Pagemaker, QuarkXPress, Corel), **web design applications** (Dreamweaver, WordPress), **email marketing services** (Salesforce Marketing Cloud (former ExactTarget), Constant Contact, Mailchimp, Bronto), and **Microsoft Office** (Word, PowerPoint, Excel).

**5+ years of experience in social media marketing.**

Able to stretch boundaries of design and digital storytelling to help client brands stand out.

**Expert in photo editing, retouching, color correction, compositing.**

## PROFESSIONAL EXPERIENCE



**Cushman & Wakefield** • August 2022 - Present

Real Estate (Website, LinkedIn), New York, NY

**Marketing Graphic Specialist | Brokerage Specialist**

- Design and format of marketing materials including offering memorandums, property brochures, investment sale proposals, booklets, flyers, presentation boards, direct mail, e-blasts, postcards, tour books and event invitations.
- Assist with Capital Markets project management, delegation, timeline development and broker communications.
- Create and coordinate initial listing presentations, broker opinions of value, and marketing strategy booklets.
- Explore/research and obtain information on all prospective print and online or offline sources.
- Design logos for each listing.
- Maintain and update marketing materials and templates.
- Provide marketing support and assistance in coordination of all aspects of the internal and external corporate marketing/branding.



**Connect Commercial Real Estate** • February 2021 - July 2022

Real Estate (Website, LinkedIn), Los Angeles, CA

**Graphic Designer**

- Website development (WordPress).
- Magazine ads, brochures, flyers, cards, Power Point presentations, marketing collaterals.
- Designed trade show event signage.
- Designed social media content for Facebook, LinkedIn, Instagram.
- Photo retouching and editing, color correction.



**Kimco Realty** • October 2016 - December 2020

Real Estate (Website, LinkedIn), Jericho, NY

**Graphic Design Specialist**

- **Brand and creative strategy development.** Work with the Chief Marketing Officer to formulate key brand and creative strategies, identifying ways to improve branding, lead generation, and engagement. Define and lead projects from concept to delivery in a wide range of formats. Development of creative assets that support corporate, leasing services and site-specific marketing goals, with a focus on maintaining brand consistency while bringing Kimco's narrative, storytelling, and value proposition to life.

## Contact

### Address:

Brooklyn, NY 11218

### Email:

vladimir.sandin@gmail.com

### Portfolio website:

https://sandin.com

### LinkedIn:

https://linkedin.com/in/vsandin

## Top Professional Skills

### EXPERT:

Adobe InDesign  
 Adobe Photoshop  
 Adobe Illustrator  
 CorelDraw  
 Adobe Dreamweaver  
 Constant Contact  
 Mailchimp  
 Microsoft PowerPoint  
 Image/Photo Retouching

### PROFICIENT:

QuarkXPress  
 Salesforce Marketing Cloud  
 WordPress

## Profile

I'm an optimist, passionate about all design aspects; however I prefer strong work planning.

## PROFESSIONAL EXPERIENCE */continued/*



### **Kimco Realty** • October 2016 - December 2020

Real Estate. ([Website](#), [Linkedin](#)) Jericho, NY

#### **Graphic Design Specialist**

- **Printing.** Designed postcards, marketing packages, marketing flyers, booklets, brochures, magazine ads and other marketing collaterals for external/internal use. See the [Dania Pointe - Projects 2018-2020 brochure](#).
- **Social Media/Web.** Designed graphics for social media, corporate website; web ads.
- **E-mail Marketing and landing pages.** Designed e-blasts (recurring campaigns, events, newsletters, etc.) in Constant Contact, Salesforce Marketing Cloud, and landing pages.
- **Marketing Initiatives/Corporate Projects.** See graphics created for the [Kimco's Curbside Pickup™ Program](#) or download the flyer ([PDF](#)).
- **Outdoor.** Designed window vacancy wraps, fence scrims, road leasing signs, digital signs, light pole banners, posters for ICSC shows.
- **Branding.** Designed Kimco's Corporate Logo, Kimco's Branding Guidelines, logos for various divisions of the corporation, logos for corporate projects.
- **Outdoor and Indoor signage.** Designed outdoor information signs, signs for reopening shopping centers, signs for indoor office use.



### **Plymouth Rock Energy (Engie)** • June 2015 - March 2016

Independent energy suppliers in the Northeast. ([Website](#), [Linkedin](#)) Woodmere, NY

#### **Graphic Design Specialist**

- Designed and implemented marketing materials including high quality graphics, layouts.
- Maintain the [company website](#) (Word Press).
- Designed and implemented custom assets such as new modern elements for the UI (icons, buttons, visual style).
- Created numerous e-mail marketing campaigns (newsletters, promotional emails, seasonal and holiday emails).
- Photo retouching and editing, color correction.



### **Spectra Design Build** • Mar 2013 - Jan 2016

Design, Building and Renovation. ([Website](#), [Linkedin](#)) New York, NY

#### **Graphic Designer**

- Maintain the [company website](#) (WordPress).
- Designed media to use in print and web applications; delivered high quality graphics in HTML and CSS.
- Photo retouching and editing, color correction.



### **NutraOrigin** • Apr 2009 - Nov 2012

Nutritional supplements manufacturer & seller. ([Website](#), [Linkedin](#)) Lake Success, NY

#### **Graphic Designer**

- Designed innovative company websites (2010 version, 2012 version) to elevate and differentiate branding and marketing.
- Designed company's e-blasts.
- 3D design (Autodesk 3ds Max, Blender).
- Designed media to use in print and web applications; delivered high quality graphics in HTML and CSS.
- Designed catalogs, booklets, media kits.
- Photo retouching and editing, color correction.
- PowerPoint presentations.